

UNIVERSITI TEKNOLOGI MARA

**THE ASSOCIATION OF EATING
PATTERN AND GROCERY SHOPPING
PRACTICES AMONG ADULT
CONSUMERS AT SUPERMARKET
PUNCAK ALAM, SELANGOR**

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degree of

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AUTHOR'S DECLARATION

I declare that the work in this thesis was carried out in accordance with the regulations of Universiti Teknologi Mara. It is original and is the results of my own work, unless otherwise indicated or acknowledge as referenced work. This thesis has not been submitted to any other academic institution or non-academic institution for any degree or qualification.

I, hereby, acknowledge that I have been supplied with the Academic Rules and Regulations for Post Graduate, Universiti Teknologi Mara, regarding the conduct of my study and research.

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ABSTRACT

The eating pattern changes among consumers had been associated with the grocery shopping practices. High consumption of sugar, saturated fat and salt led to poor diet due to the availability of major products in the market in which high in calories, refined carbohydrates, fat and sodium. Besides, the socioeconomic status influenced their behaviors toward grocery shopping practices as well as patterning the quality of the eating pattern. The aims of this study are to determine the association of eating pattern and grocery shopping practices among supermarket adult consumers, to determine the eating pattern among supermarket adult consumers and to determine the risk factors that affect the grocery shopping practices among supermarket adult consumers. A total of 118 consumers between aged 20 to 64 years old and consumers who volunteered and free from any physical disability were studied. A cross sectional study was conducted in urban area at supermarket in Puncak Alam from September until November 2015. There was a poor positive ($r = 0.233$) and significant ($p < 0.05$) correlation between eating pattern and grocery shopping practices. Consumers that practiced recommended grocery shopping had better fruit serving per day (1.3 ± 0.96) with $p = 0.004$. Vegetables serving per day slightly higher in recommended shopping practices (1.4 ± 0.6) with $p = 0.025$. There were higher prevalence of secondary educational level (51.4%) and household income that less than RM 2300 (47.7%) among those with poor eating pattern. Secondary educational level had crude Odds Ratio [cOR]: 0.43; 95% Confidence Interval: 0.19, 0.99, household income less than RM 2300 (cOR: 0.34; 95% CI: 0.15, 0.75) and money spent per shopping less than RM 100 (cOR: 0.44; 95% CI: 0.21, 0.95) were the associated risk factors that affect grocery shopping practices. This is important in targeting the group of poor eating pattern that practiced regular grocery shopping with risk factors that can develop any diet related disease.

Keywords: Eating pattern, grocery shopping practices, socioeconomic status, health inequalities, and consumers.

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CHAPTER ONE

INTRODUCTION

1.1 BACKGROUND OF THE STUDY

Obesity, diabetes mellitus (DM), cardiovascular disease (CVD), hypertension, stroke and some types of cancer were the types of non-communicable disease and became the most public concern. Based on WHO & Consultation (2003), approximately 60% of the 56.5 million had been reported deaths in the world in 2001 and the global burden of chronic disease was expected to increase from 46% to 57% by 2020. Rapid growing of socioeconomic in the country for the past years led to significant changes of lifestyles among the communities. The sustained economic growth in this country had resulted in a definite innovation in the food. The changes of food resulted in nutrition issues facing by the society. One of the factor that lead to the obesity and overweight nowadays is poor quality in eating pattern due to lack of purchasing and consumption of fruits and vegetables (He et al., 2004),

Eating pattern, food consumption and purchasing are one of the common changes nowadays. Changes in eating pattern may be observed through the consumption of refined sugar, oils and fats but decreased in consumption of complex carbohydrate (Tee, 1999). Besides, grocery shopping also affect the food consumption of people due to the rapid evolved of supermarkets that provides junk foodstuffs and processed foods as well as fresh vegetables and fruits. The expansion and diffusion of supermarket not only influence the producers but also the consumers due to the price and availability of a processed, packages and dried foods (Asfaw, 2007). Most of these foods that are available in supermarket nowadays are high in sodium, sugar and fat content in which one of the element that contribute to the risk factor of non-communicable chronic disease as well as obesity. Due to the expansion of economic growth that provides good storage and transportation, fresh fruits and vegetables were available in the supermarkets.